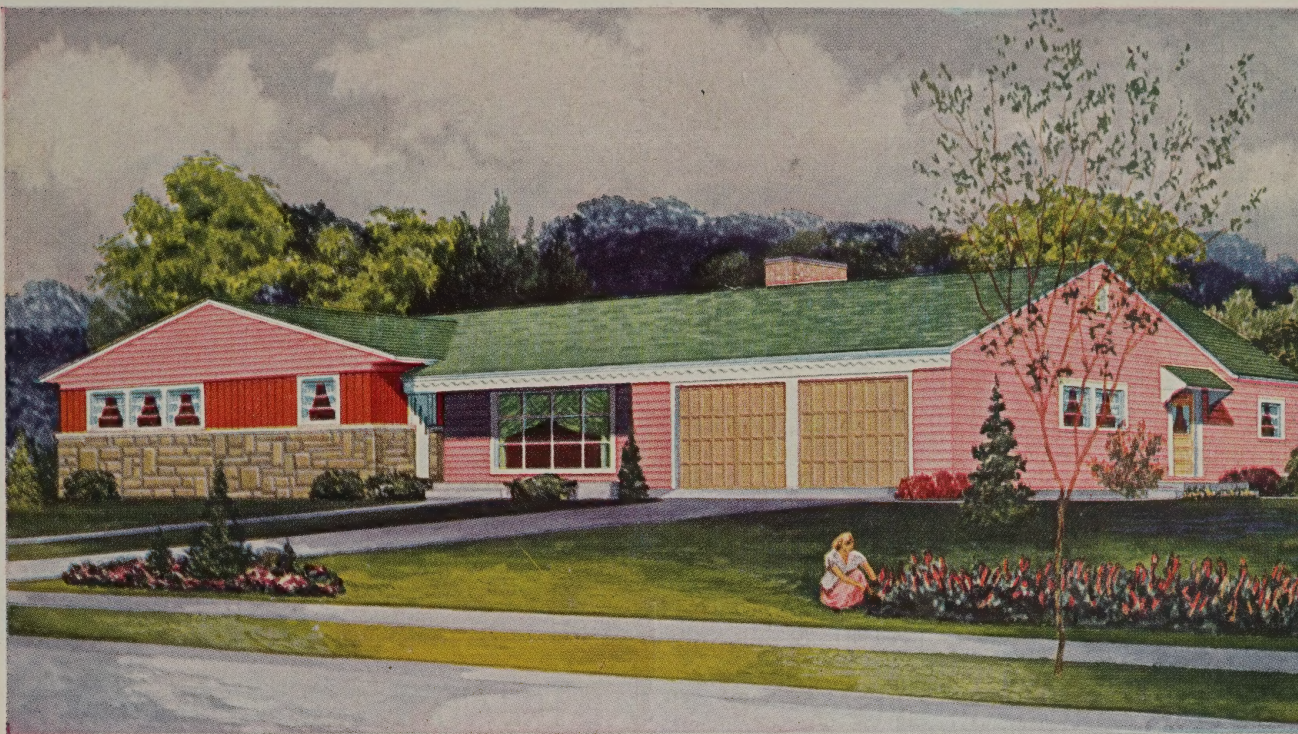


A MASTERPIECE OF LINE, COLOR AND PROPORTIONS



OUR LEADER FOR 1953 ↑

Here is a *partial* advance showing of Aladdin's latest and greatest selection of New Homes for 1953. Our house planners were sent throughout the country to observe, study and inspect the newest houses of today. They traveled from Long Island in the East to California and Oregon in the West, not neglecting the fascinating ranch houses of Arizona and Texas. Our new Catalog mirrors the choicest and best features found by our experienced planners, a few plans only of which are shown in this booklet. The big, new catalog, beautifully printed in full color, shows some really gorgeous living rooms, kitchens and bath rooms. In sending for the new 1953 Catalog there will be no charge *if you use the coupon shown on the back page.*

LOVELY TO LOOK AT LOVELY TO LIVE IN

Shown at the right is our lovely Pilgrim home built five years ago in Petoskey, Michigan. Nestled among the tall pines, this home has the grandeur of a stately mansion. It has been a popular choice of Aladdin Homeowners for many years. Our designers have, for 1953, taken the beautiful exterior of this home, utilizing all of its desirable features, and present a new combination of ageless beauty and modern styling. You will find this home shown in our 1953 catalog. Send for your catalog today.



DID ALL WORK IN SPARE TIME

July 25, 1952

I might add that I have done 100% of the work alone in spare time, which proves to me that your ads are 100% correct. The many people that drop in to inquire about your homes are impressed at the quality of the material and the ease with which I have constructed it, the latter fact due to the way the material was Pre-Cut.

Brentwood V. D.,
N. Woodbury, Connecticut

ALADDIN READI-CUT HOUSES ARE NOT PREFABRICATED

The Aladdin Company Bay City Michigan



AN ENCHANTINGLY ORIGINAL TREATMENT OF WINDOWS

You will receive interesting facts about this new home and also see another plan arrangement by filling out the coupon on back cover of this booklet. We furnish for each of our homes specifications which will give you knowledge as to just what high quality material and as to the completeness of materials furnished when you build an Aladdin home. Write today.

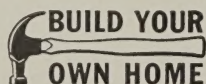
We Would Welcome a Letter from You About Your Plans

MORE MEN ARE WORKING ON THEIR OWN HOME

Not since frontier times, when it was common for a man to build his own log cabin, have American men been so active working on their own homes.

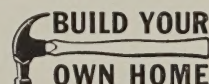
Economic conditions and the development of do-it-yourself building products are among the leading factors that have increased the ranks of week-end and after-hours home craftsmen.

The table below is taken from actual reports sent to us by Aladdin homeowners, and may help you to decide that the Aladdin way can, and will help you to own your own home. Our plans and instructions are easy to read and simply explained so every man can build his own home with ALADDIN Rendi-cut materials.



ACTUAL REPORTS

Sent us by our ALADDIN
Home Builders show that:



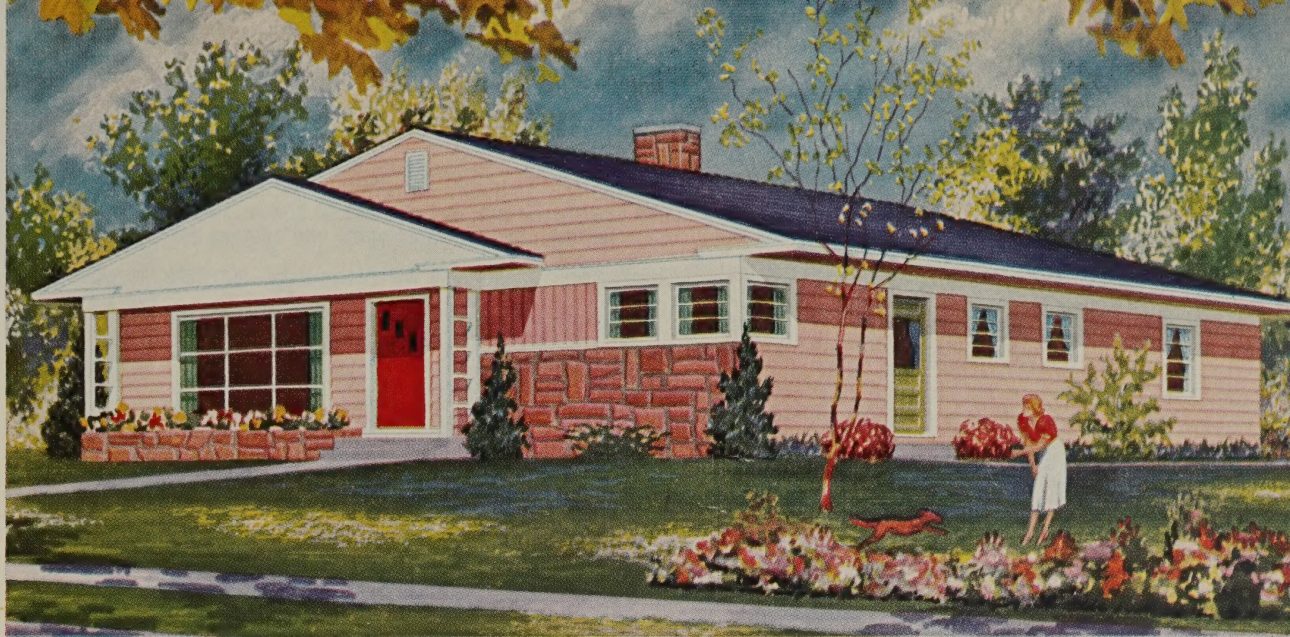
98½% HELPED BUILD THEIR ALADDIN HOME

62% PERFORMED OVER HALF OF THE WORK

23% PERFORMED BETWEEN 25% AND 50%

13% DID ALL THE WORK EXCEPT PLASTERING AND PLUMBING

**YOU CAN BUILD YOUR OWN HOME
WITH ALADDIN'S HELP AND SAVE MONEY**



AN INTERESTING VARIETY OF WALL AND WINDOW DESIGN AND PLANNING

By sending for our 1953 catalog immediately you will receive detailed information on all of the homes we are featuring for 1953. Don't delay—send for this Catalog immediately!

BUILT IN SPARE TIME

Nov. 12, 1952, Brentwood

Our home arrived October 6th. We unloaded it on the 7th and 8th, set the wall plates on the 10th, had our roof on by October 30th. I might also add that we had no professional help and only worked in spare time (evenings included). We are now setting our windows and door jambs.

I still am amazed at the thoroughness of your shipment, the very excellent quality of materials and courteous service.

R. J. D., Hershey, Pennsylvania



PARKWAY No. 5 in beautiful forest setting in Massachusetts

THE NAME AND ADDRESS OF EVERY ALADDIN CUSTOMER WHOSE LETTER IS SHOWN IN THIS BOOK WILL BE FURNISHED UPON REQUEST

You will build with confidence under ALADDIN'S GUARANTEE of a lifetime of Security and Satisfaction.

You will enrich your future with safety for your savings, economy for your budget, comfort and happiness for your family.

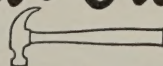
Rent Money never returns

**Rent
Receipts**



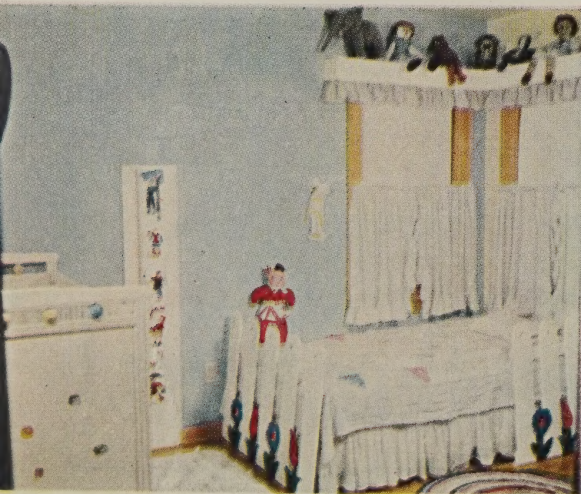
**what's left at the
end of the year**

Build Your Own Home!



THE GLAMOUR OF COLOR

In the new catalog you will find an interesting and instructive story acquainting you with simple and sound rules to achieve glamorous, decorative effects—and economically too. The photographs on this page, taken by a skilled color photographer, show the results of advance planning, while your home is under construction. You, too, can accomplish similar results. This home is our Parkway No. 5 built in Barberton, Ohio. Owner's name and address will be given you on request.

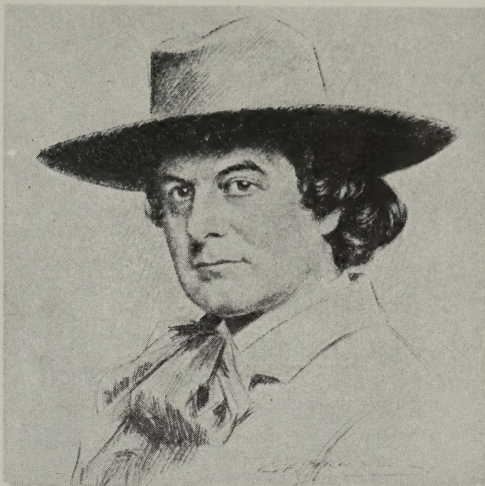


HOME OWNERS

"Home Owners have given bonds to Society for their good behavior. A good American should own his own home. By doing so, he becomes a better citizen, a better workman. His children are better behaved; the school system is bettered and benefited and everything that the householder touches is a little better on account of the fact that he is a real estate owner."—Elbert Hubbard—Written in 1913.

• • •

Elbert Hubbard, one of America's well-loved and famed literary men, who penned the great classic "A Message to Garcia", came to Bay City in the year 1913 to learn about Aladdin Read-cut Houses. His purpose was to write an article on the subject for publishing in his own magazine, "The Philistine". His article was also published in the Home Life Magazine of that day. His philosophy on the subject of home-ownership was sound in 1913 and even prophetic, and remains sound today. He and his wife perished in the sinking of the Lusitania on May 7, 1915.

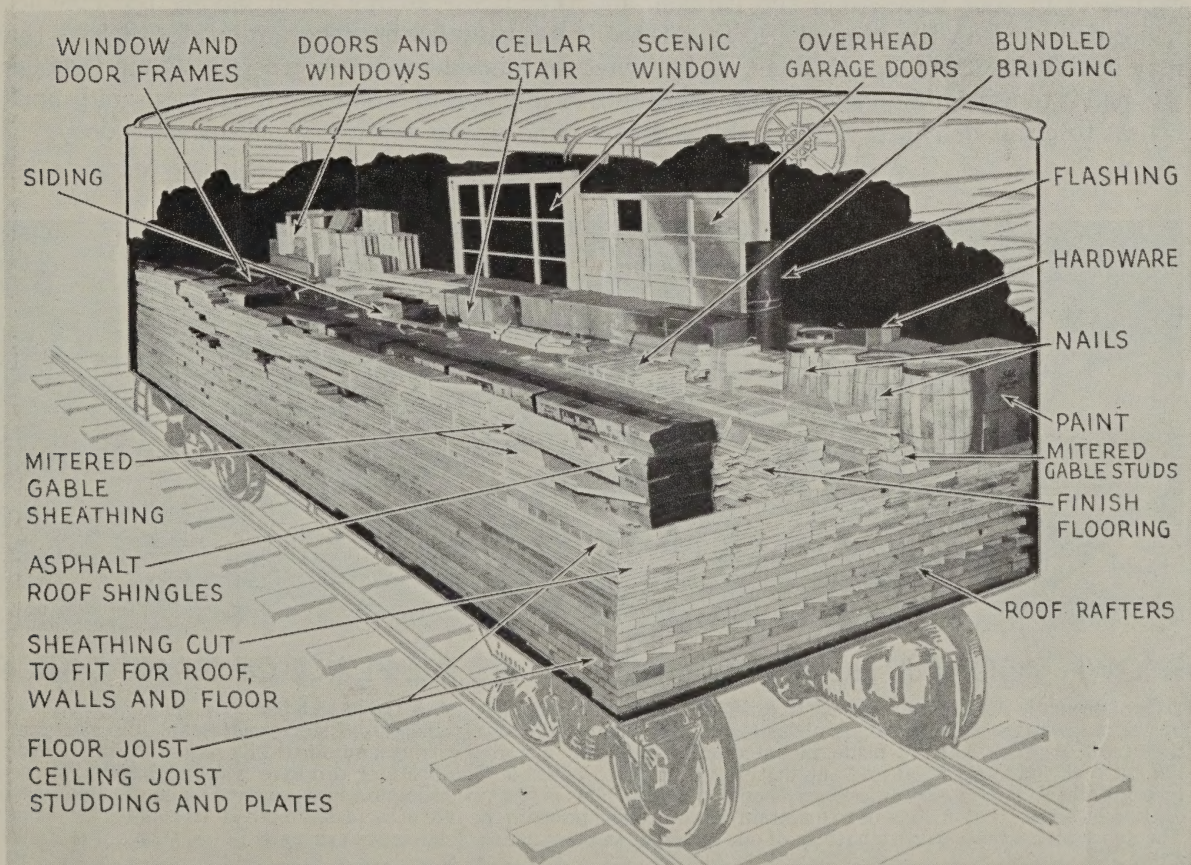


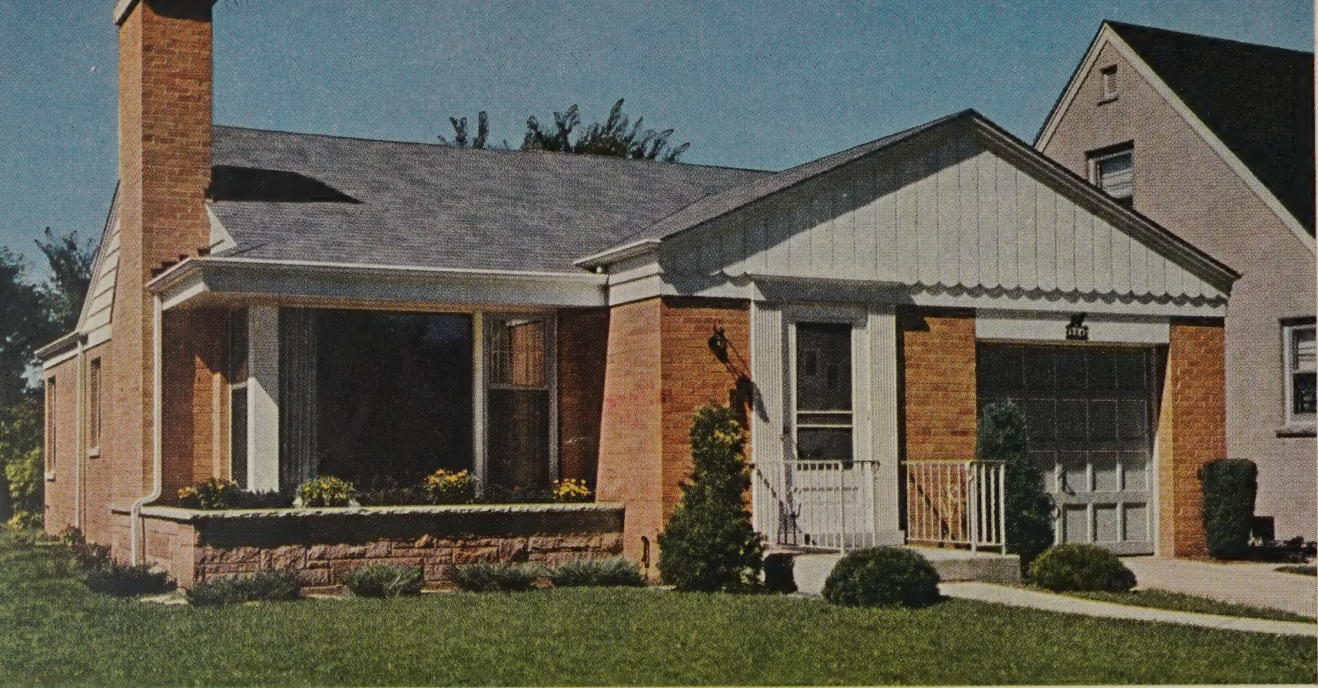
ELBERT HUBBARD

Here's How Your ALADDIN House Is Shipped

The "Phantom" railroad box car pictured below illustrates graphically, by its contents, the manner in which you will receive your Aladdin house. The greatest of care is used by our loading crews, following a detail plan, to insure against damage in shipping. A skilled employee stands at the car door to check off every item against our shipping list. The studding, rafters, joists and sheathing are loaded first at the bottom of the car, with the flooring, finish lumber and other parts of the house, as

listed on the bill of material on Page 35 of our catalog, carefully dispersed and braced at the top. While the cubic contents of this loaded Brentwood No. 2 and garage occupy only 1920 cubic feet in the box car, when erected the house contains 13,392 cubic feet of staunchly built floors, walls, ceilings and roof. And remember that our unlimited guarantee of sufficient quantities and safe arrival of every item protects you completely. Send Coupon for New Catalog.





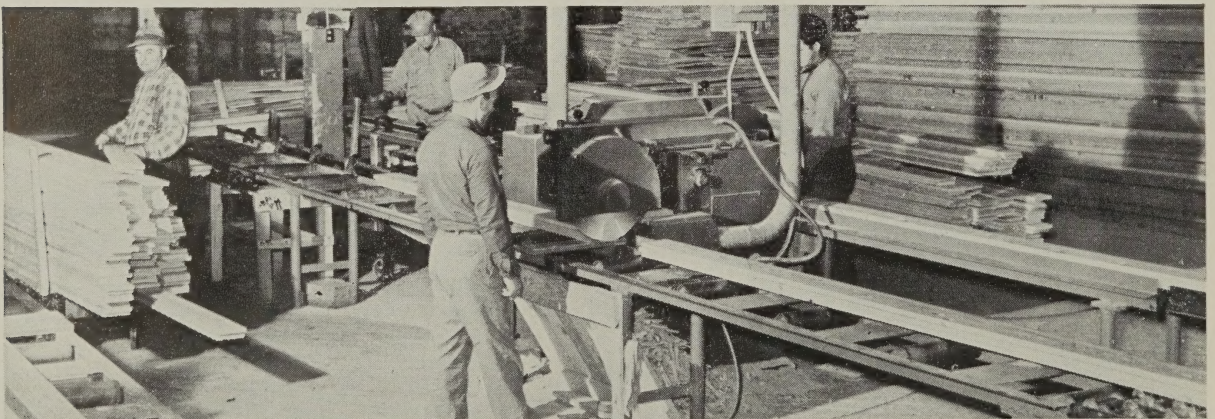
WHAT ALADDIN'S "KNOW-HOW" MEANS TO YOU

I have delayed writing you, thinking that I might be able to find some deficiencies to complain about. However, nothing has turned up yet, and we are very well pleased with the entire transaction.

It was very gratifying to receive the car of lumber so soon after the order was placed. I think that the car was on our local switch within 10 days after placing the order.

There is one advantage in buying an Aladdin house, which I do not think you make enough capital of in your advertising and catalog, and that is the advantage of having the complete house delivered on the property so that there is no delay in shopping around for articles that may be difficult to obtain. It didn't matter what we wanted—we knew where it was in the piles, and had it to use within a few minutes instead of running off to different lumber yards and supply houses to get it delivered. I think this means a large saving in time, which means money.

O.H.L., Carmel, N. Y.



SHOWN ABOVE IS HOW MACHINERY TAKES THE PLACE OF HAND LABOR

One automatic Aladdin saw can cut to exact lengths 32,000 to 38,000 feet of 1x6 in an 8 hour day. With our automatic hydracut saws the operator simply slides the lumber against the adjustable cut-off stops and presses the electrically operated foot pedal. The saw blade, mounted on hydraulically operated carriage, automatically moves forward—makes the cut with lightning speed and automatically returns to position. The operator can save hours of labor that were formerly lost to fatigue and unnecessary hand operation. This is just one example where we have made substantial production increases, that enables us to maintain our low selling prices in the face of increased material cost and higher wages. The above photograph shows a battery of our hydracut saws—capable of cutting to exact size 128,000 feet of fine lumber a day!

CAUTION

ers to use our plans but not our materials.

If offers are made to you to buy and build based on our plans, demand a written contract from the contractor. **Especially important to you:** Demand from the lumber dealer a written and signed bill of material covering the same details as our specifications show below with a **guarantee that there will be sufficient material** of every kind to **complete** the house. Below is a sample of specifications furnished for each Aladdin home and all materials guaranteed to be furnished in accordance with the specifications.

A careful reading of the following will give you a clear idea of the completeness of materials and equipment which are included in the price of Aladdin Houses.

You also receive our forty-seven years of home building experience to guard you against mistakes of any kind.

It has taught us the best construction methods, the best materials to use, the best way to prepare the building plans so every step of erection can be followed even though you have had no previous experience in building. And to complete our service to you, we guarantee that you will receive sufficient of all materials to complete your home according to the plans and specifications.

You Will NEED Every One of These MATERIALS Listed Below to Complete Your HOME

ALADDIN READI-CUT HOUSES SPECIFICATIONS

FOUNDATION WALL PLATES—2" x 6" furnished to set on top of entire foundation wall, cut to fit.

GIRDER OR CENTER SILL—6" x 8" built-up of 2" stock, cut to fit.

FLOOR JOISTS—2" x 10" on 16" centers, cut to fit, with joist headers, and joist ties.

CROSS BRIDGING—For use between floor joists, cut to fit and mitered.

WALL STUDDING—2" x 4" on 16" centers, cut to fit. Triple studs at all corners of outside walls. Double studs around all door and window openings.

PARTITION STUDDING—2" x 4" on 16" centers, cut to fit.

FURRING STRIPS—2" material provided for furring out wall for soil pipe.

WALL AND PARTITION PLATES—2" x 4" bottom plate and double 2" x 4" top plate, cut to fit.

CEILING JOISTS—2" x 6" on 16" centers, cut to fit and mitered with joist ties.

RAFTERS—2" x 6" on 24" centers, cut to fit and mitered.

RAFTER TIES—In proper size to assure sturdy roof construction, cut to fit.

SUB-FLOORING—One inch sheathing lumber laid tight and cut to fit. Furnished to lay at right angles to floor joists.

WALL SHEATHING—One inch sheathing lumber cut to fit and furnished to apply at right angles to outside wall studding.

ROOF SHEATHING—1" sheathing lumber, cut to fit and laid tight for slate surfaced shingles.

BUILDING PAPER—Durable High Quality used between the sub-flooring and the finish flooring and wall sheathing and siding or shingles on outside walls.

ROOF PITCH—12" run, 9" rise (3/4 pitch.)

EAVES—Type as illustrated in catalog. All materials provided necessary for completion. Eave troughs and down spouts not furnished.

ROOF COVERING—Heavy duty 3-in-1 thick-butt asphalt slate surfaced shingles weighing 210 lbs. per square. Necessary flashing included.

CEILING HEIGHT—8' 4".

OUTSIDE WALLS—Choice of 1/2" x 8" bevel siding with metal corners or artistic pre-stained Red Cedar Shake shingles furnished in double course to lay 14" to the weather. Undercourse furnished unstained.

FINISH FLOORING—25/32" thick having a 2 3/8" face tongued and grooved beautifully grained Clear Southern Pine.

OAK FINISH FLOORING—Can be furnished instead of pine at a slight extra charge. Write for prices.

OUTSIDE FINISH—Furnished in standard lengths and widths. Clear grade. Mitered for gables.

OUTSIDE MOULDINGS—Furnished where required.

DOOR FRAMES—Cut to fit, lock joint construction—bundled—ready to assemble.

INSIDE DOORS—2 panel design highest grade Douglas Fir. Flush Doors optional at small additional cost. Write for prices.

OUTSIDE DOORS—Front door Style as illustrated. Rear door Style No. 8.

WINDOW FRAMES—Cut to fit, lock joint construction—bundled—ready to assemble.

FLOWER BOXES AND WINDOW SHUTTERS—Furnished where shown.

CLOSET SHELVING AND HOOK STRIP—For ALL closets. **WINDOWS**—All sash glazed with high quality glass. Style and size as shown in catalog illustration.

INSIDE TRIM—Accurately machined Modern narrow moulded design with baseboard and base shoe. Beautifully grained Selected Arkansas Soft Pine.

ARCHES—Where arches are shown, we will furnish metal forms to build a curved plastered arch or if you use wall board or plaster board, we will furnish frame and trim for a square cased opening. Tell us the kind of material you will use when you place your order.

BASEMENT STAIRS—Furnished as shown in plan, cut to fit, and manufactured of the finest quality stock. All stairs are cut, and ready to assemble on the job.

ATTIC ACCESS PANEL—We furnish panelling and inside trim for an opening in the ceiling usually placed in the hall so you can have access to your attic.

PLUMBING PANEL—We provide panelling and inside trim to arrange a panel giving access to your plumbing in your bathroom.

INSIDE DOOR HARDWARE—Brass finish latest design tubular lock sets with sparkling glass knobs.

OUTSIDE DOOR HARDWARE—Brass finish cylinder lock set for front and rear door. Attractive tubular design.

DOOR BUMPERS—Included for all inside and outside doors.

DOOR HINGES—Furnished to match other hardware.

WINDOW HARDWARE—All Check rail windows are equipped with genuine Vikre sash holders which hold window in any position. Sash locks and sash lifts furnished. Where a casement window is shown the proper casement window hardware is furnished.

NAILS—Furnished in proper size for all work and in a quantity sufficient to complete the home.

LOUVRES—Furnished for gables of proper size to provide sufficient ventilation. Roof louvers for hip roofs.

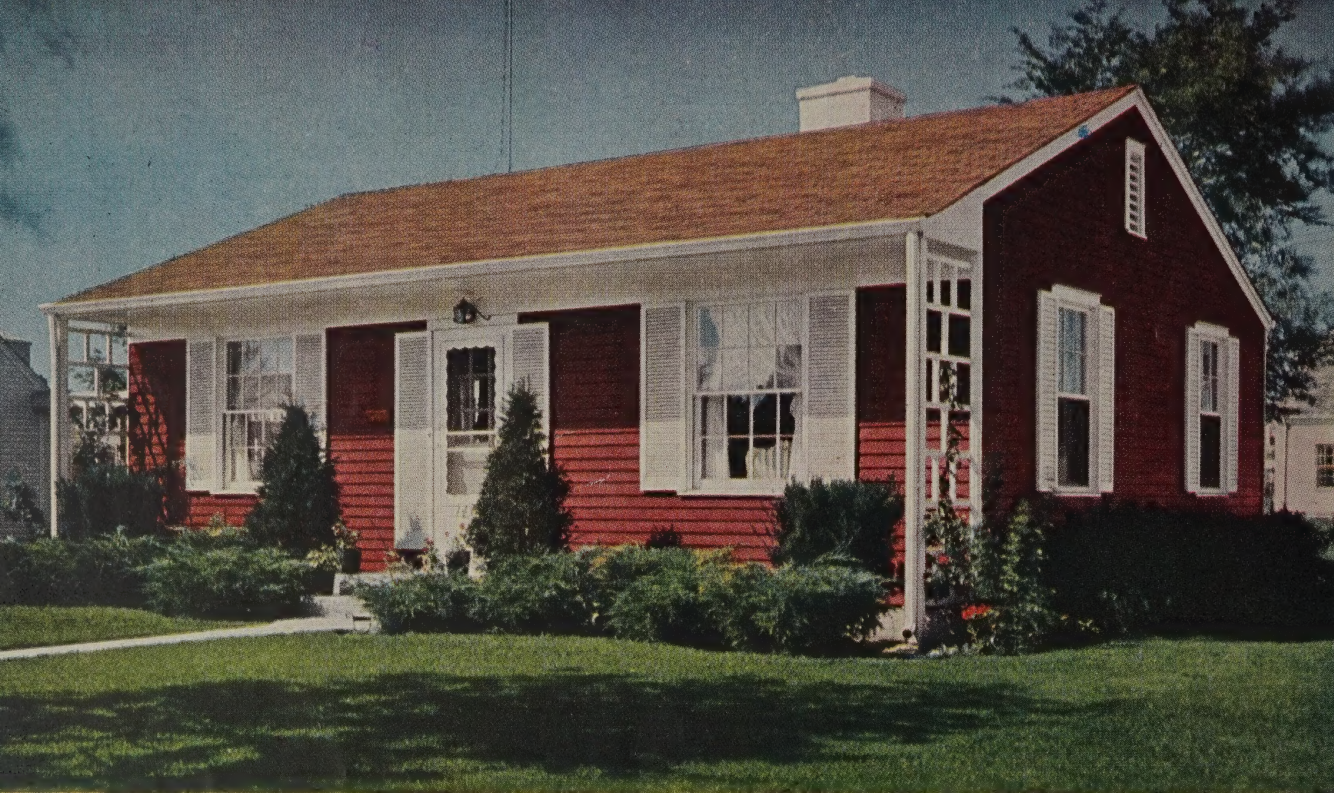
OUTSIDE PAINT—Three coats furnished for all outside work. First Quality house paint, furnished in choice of colors. Oil, turpentine, putty, etc., furnished in ample quantities.

INTERIOR WOODWORK FINISH—For all doors, windows and interior woodwork, we furnish three coats of quick drying spar varnish or three coats of interior semi-gloss paint or three coats of interior high gloss paint. Specify type of interior woodwork finish desired when you place your order.

FLOOR FINISH—We furnish three coats of quick drying spar varnish. When Oak flooring is ordered we furnish natural wood filler and two coats of quick drying spar varnish.

INTERIOR WALLS AND CEILINGS—Because of the many kinds of lining materials now used, we have not included any lining materials in our prices. Rocklath, plaster, wallboard and plasterboard are available in any locality at about the same price. We recommend that you secure your lining materials from your local mason contractor.

PLASTER GROUNDS—If you plan to plaster your home, tell us when ordering and we will supply plaster grounds. Plaster grounds are wood strips furnished to nail around all inside door openings and at the base of all walls and partitions as a plaster guide for a correct plaster thickness.



WHAT IS A GOOD HOUSE? There is no substitute for **QUALITY**. You have a right to expect that the excellence of the design, construction AND materials in the new home you build will stand up for generations. **ALADDIN DESIGN and CONSTRUCTION DETAILS** insure such permanence, and will meet practically all of the most stringent building codes. The **QUALITY** of our lumber and other materials cannot be exceeded **ANYWHERE BY ANYONE**. All framing lumber is guaranteed to be thoroughly air dried. All exposed lumber inside and outside of your house will be kiln dried, clear and free from knots or other defects. Our hardware, paints and varnishes are of top quality. Aladdin houses will qualify under the statement that **"GOOD HOUSES NEVER GROW OLD."**

YEARS OF SATISFACTION

December 8, 1952

I am thinking of building another one of your houses. We are still living in the Aladdin House we built thirty years ago.

Mrs. A. H. K.
Wakefield, Nebr.

ALADDIN'S SERVICE TO FATHER AND SON

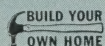
My Dad built one of your homes years ago. I built one in 1951. The quality and service you rendered him 34 years ago held true for me when I built my home and I do not hesitate to give my recommendation to your firm. As a matter of fact, I need do no more than show them our home as it speaks for itself.

The quality, quantity, and service supplied by you for both my Father and I was certainly Grade A, No. 1 and far exceeded anything that can be had locally.
Del Mar

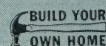
Mr. C. A. M., Attleboro, Mass.

"Good will is the discretion of a man to return to the place where he has been well treated."—U. S. Supreme Court

CUT OFF AND MAIL TO-DAY TO



THE ALADDIN COMPANY



212 DAVIDSON BLDG., BAY CITY, MICHIGAN

Please send me your **NEW 1953 Catalog No. 58**

Name

Street

Town

State